Copyright Hart Schaffner & Marx

Three things you want

Style, comfort and economy in your coat

There's style in the military touches in our young

men's overcoats; there's comfort in the easy and

free draping; there's economy in the long wear-

ing all-wool and in the sturdiness of fine tailoring.

Ask the merchant who sells our clothes to show

you the many style variations in our over-

coats; then ask to see the label-it's sewed

in and means absolute satisfaction for you.

Hart Schaffner & Marx

Good Clothes Makers

The three things you want are the three things

you'll find right here-because we sell overcoats

that carry the Hart Schaffner & Marx label

Wallach Bros.

3d Ave., cor. 122d

Broadway, below Chambers

Broadway, cor. 29th

Hylan Receives Reporters With Chip on Shoulder Contrasting receptions were extended to the newspaper men, year-gloud to the newspaper men yeaterday by the Mayor and Mayor-elect. Mayor mitchel appeared to take his defeat with cheery philosophy. Judge John F. Mitchel appeared to take his defeat with cheery philosophy. Judge John F. Hylan carried a chip on his shoulder. The City Hall reporters called on The City Hall reporters were leaving he called not want the nomination, and he did not want the nomination, and he held out against the overtures of the head of the following head of the following head of the reporters were leaving he called now the newspaper men, as a bath of the proper each day. Almost all didate. Some the true that the reporter had said it. The reporter a did the reporter had said it. The reporter had "Thumbs Down" on Mitchel

alty vote stands 149,307 for and 493,138 against Mitchel, or "thumbs down" in no indecisive fashion for as picturesque and gallant a young gladiator as the public life of this town has produced since Jerome quit cold. The favorite of four years ago had become a victim of public spleen. There is something almost maievolent in this glaring example of the fickieness of popular affection.

Difficult to Explain

It is difficult for those who voted for the Mayor to explain the degree and extent of his lately acquired unpopularity. They cannot resolve it into terms of patriotism. The anti-war protest was no doubt a considerable factor, as the large Hinquit vote shows, and Mitchel, for the purposes of the local campaign, personified the war. But the great majority of those who blackballed him are patriotic Americans, who refused to take seriously the imputations against Hyan's Americans, who refused to take seriously the imputations against Hyan's Americans, who refused to take seriously the imputations against Hyan's Americans, who refused to take seriously the imputations against Hyan's Americans, who refused to take seriously the imputations against Hyan's Americans, who refused to take seriously the imputations against Hyan's Americans, who refused to take seriously the imputations against Hyan's Americans who refused to take seriously the imputations against Hyan's Americans who refused to take seriously the imputations against Hyan's Americans who refused to take seriously the imputations against Hyan's Americans who refused to take seriously the imputations against Hyan's Americans who refused to take seriously the imputations against Hyan's Americans who refused to take seriously the imputations against Hyan's Americans who refused to take seriously the imputations against Hyan's Americans who refused to take seriously the imputations against Hyan's Americans who refused to take seriously the imputations against Hyan's Americans who refused to take seriously the imputations and the fused to take seriously the i

Mayor for what they considered his unwarranted arrogation to himself of all the patriotic virtues. But it seems probable that while the patriotic issue did not make many votes for Mitchel, it did not lose him a decisive number. In other words, that it was not a boomerang. He was snowed under for other reasons.

These reasons, however, are equally hard to find in the Mayor's official record. No administration has been freer from scandals of any consequence. None other has provided a Police Department so unobjectionable and businesslike, or a town so orderly and decent in all the contacts to which the average citizen is subjected. None has given an impression of more enlightented.

the whole plant of numan mathematics and character of the Liberty Loan subscription here abides as an unanswerable rejutation of any charge to the contrary), repudiate so emphatically so emphatic a patriot? Why should a city which still remembers the night of Tammany misrule reject so overwhelmingly so excellent a Mayor?

Because the good citizens of this town swallowed what Hearst said about him, that he was a frivoluos tango dancer, that he was a social climber and snob, that he was a social climber and snob, that he was a social climber and snob, that he was a friend of the plunderbund, a little brother of the rich, an arrogant ally of Rockefeller. They took seriously, for example, that editorial which appeared in "The Jourral" one afternoon, which pictured the Mayor as returning home from an example with a Vanderbilt, with the exclamation to his wife: 'My dear, he called me Jack' to-night!"

Henrat had help, of course—from Mitchel kimself. The Mayor, whether

The twelve thousand policemen in the city were against him almost to a man because in the very beginning of his administration he had inspired the introduction of legislation in Albany to deprive them, when dismissed of their right of review in the courts.

And finally, to complete the chapter

nesalike, or a town so orderly and decent in ail the contacts to which the average citizen is subjected. None has given an impression of more enlightenment or genuine public apirit. When Theodore Rooseveit and Charles Evans Hughes called Mitchel the best Mayor New York has ever had they meant exactly what they said.

A Pertinent Question

Why should a patriotic city (the character of the Liberty Loan subscription here abides as an unanswerable rejutation of any charge to the congruence of the subject of the congruence of the congruence of the subject of the subject of the task of salvaging the wreckage. The composite coat and bent manfully to the task of salvaging the wreckage.

Emory R. Buckner, a young and forceful man whose optimism and energy were contagious, became the Mayor's campaign manager. With his arrival at Fusion headquarters a strong, fresh offices and to stimulate into industry the whole plant of human machinery. The transformation was immediate and very hopefu'.

But Mr. Buckner as young and forceful man whose optimism and energy were contagious, became the Mayor's campaign manager. With his arrival at Fusion headquarters a strong, fresh offices and to stimulate into industry the whole plant of human machinery. The contagination of the con

world. The Mayor's fortune took a turn for the better at this point. But the exclamation to his wife: 'My dear, he called me 'Jack' to-night!"

Henrat had help, of course—from Mitchel himself. The Mayor, whether from a certain arrogance of youth, which is temporary, or for more permanent temperamental reasons, utterly lacks finesse as a politician. He appears to have made more personal enemies even than the irascible and Imperious Gaynor, and to have done it for the most part unwittingly. In addition, he has ignored and flouted, on occasion, the interests of organized groups.

Police Against Mitchel

The twelve thousand policemen in the city were against him almost to a man because in the very beginning of his administration he had inspired the introduction of legislation in Albary in the city were against him almost to a man because in the very beginning of his administration he had inspired the introduction of legislation in Albary in the city were against bim almost to a man because in the very beginning of his administration he had inspired the introduction of legislation in Albary in the city not complete the controlled himself. He refused to depart to the unexpected—he controlled himself. He refused to depart to the unexpected—he controlled himself. He refused to depart to he controlled himself. He refused to depart to he called himself. He refused to depart to he c

their right of review in the courts. The Mayor, it will be remembered, sought thus to comply with the condition on which Major General Goethals insisted before he would consent to become Police Commissioner. The Mayor's bill was defeated, but the police haven't forgotten.

The twenty-eight thousand element-incegnuity of an attempt to steal solary teachers in the public schools opposed him for his effort to introduce the Gary system and make them work

Assembly

Totals 98 41 10 1 Republican majority in Assembly, 46.

Manhattan

Mayor Mitchel is a badly licked candidate.

Mayor Mitchel is a badly licked candidate.

In these few words may be summed up the result of Tuesday's election, which has forn through the town like a storm, leaving not a Fusion political fence standing.

The great Tammany plurality was not a vote for Hylan, except in the formal, perfunctory sense. It was vote against Mitchel. Every one acknowledges this, possibly even Hylan himself. The election turned on Mitchel's personality, those who objected to it voting for any one of three cher candidates, but principally, as the event proves, for John F. Hylan. Viewed from this angle, the Mayor at wote stands 149,307 for and 493,138 against Mitchel, or "thumbs down" in no indicative fashion for as picturesque and gallant a young gladiator as the public life of this town has produced since Jerome quit, cold. The favorie of four years ago had become a victim of public spiecen. There is a something almost malevolent in this glaring example of the fickieness of popular affection.

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The Bronx

The Bronx

1ST DISTRICT
Miley (R) 2,802 Picker (R) 2,328
Miller (D) 5,757 Evans (D) 3,554
Lundhelm (S) 3,203 Garfinkel (S) 4,345
2D DISTRICT
Danaher (R) 3,810 Nordheim (R) 2,862
Elynn (D) 7,419 McDonald (D) 5,308
Warshafsky (S) 2,631 Laing (S) 1,148
3D DISTRICT
THOMASS (D) 1,148
3D DISTRICT
Wachtel (R) 2,068 Pankin (R) 2,052
Mullen (D) 2,257 McKee (D) 4,831
Gillow (S) 3,647 Friedman (S) 3,108
4TH DISTRICT
Solomon (R) 1,504 O'Reilly (R) 4,564
Fertig (D) 3,316 McLaughlin (D) 6,656
Orr (S) 4,565 Scheier (S) 1,272

Queens

ONEIDA J. M. Gaffers (R) D. Williams (R) M. Martin (R) ONONDAGA M. J. Soule (R) H. J. Crane (R G. R. Fearen (J CATTARAUGUS ORANGE CHAUTAUQUA F. Brush (R) H. L. Ames (R) J. A. McGinnies (C) ORLEANS J. J. Richford (R) CHENANGO

CLINTON PUTNAM Donobos (COLUMBIA CORTLAND RENSSELAER G. H. Wiltsie (R) DELAWARE ROCKLAND

OSWEGO

DUTCHESS SCHOHARIE ST. LAWRENCE I-J. C. Ailen (R) 2-F. L. Gardner (R) 1-Alex, Taylor (R) 1-J. W. Slacer (R) 3-N. J. Miller (R) SARATOGA G: 2 SCHENECTADY 5-A. A. Patrzykowskil rmanH: H. Graham (B f-G. H. Rowe (R) 7-H. A. Zimmerm

S-N. W. Cheney (R) L. W. Johnson (R) STEUBEN FRANKLIN (R) 2—R. M. Prangen (R) W. T. Thayer (R) SFULTON-HAMILTON SUFFOLK 1—DeW. C. Tal-mage (R) 2—H. A. sturphy GENESEE

SULLIVAN GREENE D. P. Witter (R) (R) HERKIMER TOMPKINS **JEFFERSON** Casper Fr H. E. Machold (R)
LEWIS
A. A. Copeley (R)
LIVINGSTON

WARREN C. O. Pratt (R) F. D. Gaylord (B) WESTCHESTER MONROE

J. A. Harris (R)

S. L. Adler (R)

H. B. Crowley (R)

Frack Dobson (R)

F. W. Judson (R)

Thursday, November 8, 1917

This department is engaged in separating the sheep of advertising, and of the service which backs up advertising, from the goats-and hanging a bell on the goats. It invites letters describing experiences-pleasant or unpleasant-with advertisers, whether they be manufacturers, wholesale houses, retail stores or public service corporations. It will print those letters which seem to show most typically how an advertiser's deeds square with the words of his advertising. Only signed letters, giving the writer's address, will be read. But the name will be printed or withheld, as preferred. Address: The Ad-Visor, The Tribune, New York.

I WOULD like to have your opinion of an experience I have had in the purchase of a gown from Arnold, Constable & Co. It was my intention to purchase a velvet gown. I nurchased a garment which was represented to me as being the only article in the abop of velvet, for which I paid \$31. After a short time said garment showed inferior quality, and when I returned to Arnold, Constable & Co., to compain of quality, and when I returned to Arnold, Constable & Co., to compain of quality, and when I returned to Arnold, Constable & Co., to compain of always sold velveteen for velvet, and that I was the only person that had ever registered a complaint in this regard.

After repeated interviews with the firm they finally offered to compromise with me, by returning \$20 of the purchase price, which I deem very unfair. I think that they should make good up to the entire very unfair. I think that they should make good up to the entire amount by returning my money or replacing the gown with one such as I desired in the first place.

We wrote to Arnold, Constable & Co. for their comment on this case, and the control of the purchase price, which I deem they are unfair. I think that they should make good up to the entire very unfair. I think that they should make good up to the only one such as I desired in the first place.

We wrote to Arnold, Constable & Co. for their comment on this case, and the purchase price with the first place.

we wrote to Arnold, Constable & Co. for their comment on this case, sending four letters, not one of which was answered. We then took up the contested point with experts to establish once and for all whether it was the custom in the wholesale and retail trade to use the terms "velvet" and "velveteen" interchangeably. Here are the results of our investigation:

In the retail trade we consulted three men, all of them connected with large department stores in this city, and they were unanimous in their opinion that to sell velveteen as velvet was misrepresentation. This opinion was also held by a wholesale dress manufacturer, and by a conspinion was also held by a wholesale dress manufacturer, and by a consulting textile expert, Mr. James Chittick, from whose testimony we quote:

Any concern, dealing directly with the consumer, which offers as velvet a pile fabric into which no silk enters is misdescribing the goods and has no right to offer them as such.

In describing their goods and has no right to offer them as such.

In the meanings of the names by which they describe them with reference to what the public may properly understand by them."

In the wholesale trade we found opinion largely in favor of the interchangeable use of these terms, but it must be remembered that the velvet manufacturers are themselves advertising and selling certain trademarked velveteens as velvet.

sion that the customer had some reason sold to her as velvet.

At least two court decisions have named the merchant, not the customer, as the expert on merchandise. It is not the customer's duty, as one of the dissenting experts claimed, to specify silk velvet if she wishes velvet, or to know that if she calls merely for velvet she may get a cotton velveteen. These distinctions are to be made by the merchant himself through his salespeople, and if he fails to make them he is guilty of misrepresentation. Webster's definition of velvet is "A silk fabric having a short, close nap of erect threads." The terms of everyday life are all that the public is supposed to understand.

THE inclosed has been forwarded to me via Macon, Ga., whence I have just removed again to New York, from my former business address, 302 Broadway. I haven't and never have had a "potential news value." I'm wondering!

The letter inclosed is from the New York Press Art Bureau. It asks B. J. F. to call at the Marceau Studio, 624 Fifth Avenue, and assures him that if he does so, no expense or other obligation will devolve upon him. That is quite true—if he is strong-minded. The letters are simply solicitations for trade, and are addressed to the persons listed in the hotel arrival lists published in the daily papers.

Another complainant who had previously written us on this scheme said:

I do not know the details of this photographic scheme further than that when the "prominent guest" shows up at the studio and sits for photographs the information is given him that these photographs may be had at certain big prices per dozen. The fact is that no magazine or newspaper desires these pictures, but the appointment is simply a ruse to trim the unsophisticated outsider for whatever he will stand for.

order for photographs. Such an oblique method of approach is neither dignified nor ethical, nor is their practice of following up the coy victim with several letters, offering him a decreasing scale of prices, a praise worthy one. It appears that if the prospective customer is sufficiently coy and can hold out long enough he will finally be offered a price that is just about half of the original price quoted.

If The Ad-Visor were a visitor in a New York hotel and unwittingly fell for this hoax he'd be inclined to moan from the depths of his injured vanity: "I was a stranger, and ye took me in."

rital. In other words, the Leach Sanitorium is now apparently extending its cult, though in broadening its field it does not seem to have had sufficient ingenuity to invent a more dignified or profitable ruse for obtaining a "sucker list."

we are a progressive people in some ways, but we apparently see inconsistency in building expensive hospitals and conducting endless researches in the interests of the public health and at the same time in allowing such puerile propaganda to flourish. If any clergyman could be found so mean as to fill in this blank he would deserve to be unfrocked and publicly disgraced. A deacon who robbed the collection plate would be an aureoled saint compared to a minister who would lend his assistance to so contemptible a scheme for the sake of a chean clothes brush. to so contemptible a scheme for the sake of a cheap clothes brush.

I TAKE pleasure in forwarding you a letter from the Autosales Gum and Chocolata Company—the folks that take your pennies and sometimes give you nothing in return. But you can see from their letter how sorry they feel about it and how anxious they are to make good.

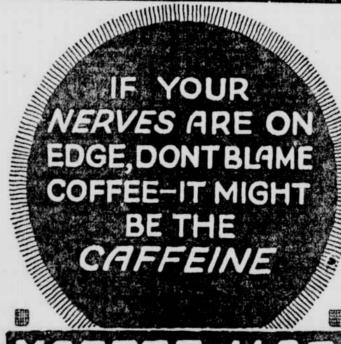
Far from being "erratic" to complain of unsatisfactory treatment, w can assure J. R. that it is only through such complaints that the burden of mistrust and unjustified suspicion is lifted from merchandising. The public owes it to the merchant to give him a chance to adjust mistakes or to correct misunderstandings. Out of the experience of two years' handling of every sort of complaint, we can assure J. R. that if it be erratic to write letters of this kind, then to err is indeed human.

The letter from the Autosales Company offers an interesting explana-tion of what often seems a public nuisance:

"Our machines are inspected regularly and the trouble is caused by people who try to get something for nothing by breaking machines or by stuffing up the coin slots with all sorts of trash, such as hairpins, washers, pieces of cardboard, buttons, etc., thus putting the mechanism out of order. We enclose fifteen cents in stamps, which we trust will cover your loss and postage. It is our policy to make a refund whenever we learn of a loss."

So the next time you stand helpless with rage before an imperturbable machine which swallows your penny but gives you no chocolate don't fill the air with your curses, but remember that it's probably the fault of some previous patron who has tried to exchange a button from his coat or a hairpin from her coiffure for a piece of chocolate. Have enough consideration for the next fellow to write the company, not so much to get back your penny as to insure the repairing of the machine for the benefit of those

OBEY YOUR DOCTOR



COFFEE IN THE BEAN - NOT A SUBSTITUTE

REMOVED

95% OF THE CAFFEINE

Prepared, Roasted & Packed in a modern American Plant

NASSAU A. McWh

2-F. A. Coles (R) L. M. Lown, Jr. (R)

MONTGOMERY C. Davis (R)

In the retail trade we consulted three men, all of them connected

velveteens as velvet.

Of nine experts consulted, five believed that velveteen should not be sold as velvet; three believed that velvet was a generic term covering silk velvet and cotton velvet (or velveteen), and one was neutral, so far as the retail policy was concerned. But in the retail field there was no doubt whatever as to the sharp distinction between the terms.

Meanwhile, as a dramatic climax to all this discussion, came a telephone call from the original complainant, A. M. W., saying that Arnold Constable & Co. had refunded the \$81. This we interpret as meaning at least that Arnold, Constable & Co. themselves had arrived at the conclusion that the customer had some reason to complain when velveteen was sold to her as velvet.

the public is supposed to understand.

There is no question among merchants of distinguishing between linen and linene, between satin and satine, between flannel and flannelette. There should be no question among them of distinguishing in the same way between velvet and velveteen.

When a Tribune investigator interviewed a gentleman in the New York Press Art Bureau he refused to admit that Marceau owned this bureau, but admitted that he held considerable stock. The New York Press Art Bureau is on the same floor and in the back of the studio occupied by Marceau, and it was the general manager of the Marceau Studio who explained the operation of the New York Press Art Bureau to The

who explained the operation of the New York Press Art Bureau to The Tribune investigator. In other words, the two organizations are apparently so closely interrelated as to be practically identical.

Although the Press Bureau does furnish photographs to the newspapers (under the name of Marceau, be it noted), its object in urging the hotel arrivals to call at the studio is not for the purpose of obtaining their pictures for publication, as they pretend, but merely to secure an order for photographs. Such an oblique method of approach is neither dignified nor ethical, nor is their practice of following up the cov victime.

JUST about a year ago The Ad-Visor published a comment on the Leach Sanitorium, of Indianapolis, Ind., which sent to clergymen throughout the country a circular asking for names of cancer patients and offered as a reward for this service a billfold. It was an unusually sordid scheme even for the patent medicine field, because it urged ministers to betray the confidence of certain members of their flocks and to place their lives in jeoparity—since the sanitorium claims to cure cancer without operation—and because of the offer of a trifling premium for this betrayal of trust.

About the middle of August of this year another clergyman sent us a circular practically identical with the one issued by the Leach Sanitorium, but in this instance signed by Drs. Root and McNeill, and inclosing a self-addressed envelope bearing the name of the Indianapolis Cancer Hospital. In other words, the Leach Sanitorium is now apparently extending

We are a progressive people in some ways, but we apparently

how sorry they feel about it and how anxious they are to make good. The trouble is that most felks will not spend 2 cents and a few minutes to find out whether complaints do any good. They jump at conclusions. I have never yet failed to get a prompt and courteous reply from any one, from the president of the Interboro down to the owners of the pnny-in-the-slot machines. Some people think I am erratic because I write these letters, but my time and postage are never wasted. To be consistent I write letters of praise as well as consure, and the way a few words of commendation are appreciated by the biggest people is remarkable. Some more of your readers ought to try it. It's great Indoor Sport and so harmless.

J. R.

(The next Ad-Visor will appear on Thursday, November 15)